

Bill #5

The Artistic Integrity Act

WHEREAS “Once a culture becomes entirely advertising friendly, it ceases to be a culture at all”¹; and

WHEREAS “The most important element of advertising is not information but suggestion more or less making use of associations, emotions (appeal to emotion) and drives dormant in the subconscious of people”²; and

WHEREAS 99.7% of Canadians over the age of 15 participated in arts and culture activities in 2010.³

THEREFORE HER MAJESTY, BY AND WITH THE ADVICE AND CONSENT OF THE YOUTH PARLIAMENT OF MANITOBA ENACTS AS FOLLOWS:

- 1 As of January 1, 2015 the Government of Canada shall ban all third-party media advertising.
 - (1) This includes but is not limited to:
 - (a) Television
 - (b) Print
 - (c) Film
 - (d) Billboard
 - (e) Internet
 - (f) Hand-out advertising
 - (2) This does not include personal advertisement on advertisement-exclusive domains, such as real estate and classified advertisements.
 - (3) This would not affect government-sponsored public service announcement, or awareness campaigns for charitable causes.
 - (4) Companies may advertise their own products/programs within their own domain.

- 2 No product may be endorsed for financial or in-kind reimbursement.
 - (1) This includes but is not limited to:
 - (a) Product placement
 - (b) Branding logo placement and
 - (c) Endorsement deals^[L]_[SEP]
 - (2) Products of an identifiable brand may be used in media, as long as there has been no financial or goods and services exchange between the respective parties.

¹ Mark Crispin Miller, 2004 PBS Frontline Documentary

² Dr. Sindhya V, “A Study on the Influence and Impact of Advertising to Consumer Purchase Motive among student teachers” 2013.

³ Canada Council for the Arts, <http://canadacouncil.ca/council/research/find-research/2012/culture-and-heritage-activities-2010>

- (3) Non-sponsored reviews of products are not affected.
- 3** Sponsorship by companies and corporations will be limited to registered charities.
- (1) Businesses may not hold title sponsor positions, and may not advertise their contributions publicly. ^[L]_[SEP]
- (a) If the registered charity wishes to recognize the sponsor, they may do so as they see fit, but the sponsor may not participate in the decision to do so.
- (2) If a product, event, or program is created in order to support a charitable cause, all of the gross revenue generated by the product etc., must go towards the designated cause. ^[L]_[SEP]
- (a) Businesses will receive a tax credit equal to the cost of manufacturing which is donated to a registered charity.
- 4** Failure to comply with the above clauses will result in a maximum fine of \$750 000 for individuals and \$10 million for corporations.
- (1) A board of review will be established in order to examine cases and decide whether or not legal action will be taken against companies and/or individuals found in breach of this legislation.